AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior claim versions and listings.

1. (Currently Amended) A programmable selective broadcasting reception system in which broadcasting contents broadcast at once from a broadcasting station to many unspecified people in a wide range are received by a reception apparatus,

said broadcasting station comprising

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program which describes a processing algorithm for determining whether to play back the broadcasting contents in said reception apparatus, and

said reception apparatus comprising:

a reception unit for receiving the broadcasting contents program; a user attribute storage unit for storing a pair of an attribute and an attribute value of a user; a current time acquisition unit for detecting current time <u>from an internal clock of the reception apparatus</u> and writing the current time at a time attribute value storage location of said user attribute storage unit at a predetermined time interval; a current place acquisition unit for detecting a current place of the user and writing the current place at a place attribute value storage location of said user attribute storage unit at a predetermined time interval; an attribute input unit for inputting the attribute and the attribute value of said user attribute storage unit; an execution program storage unit, contents attribute storage unit, and broadcasting contents storage unit for respectively reading out and storing contents of the execution program, the contents attribute, and the broadcasting contents

from the broadcasting contents program received by said radio reception unit; a playback unit for playing back the broadcasting contents; and an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

2. **(Withdrawn)** A programmable selective broadcasting reception system in which broadcasting contents broadcast at once from a broadcasting station to many unspecified people in a wide range are received by a reception apparatus,

said broadcasting station comprising

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance, and

said reception apparatus comprising:

a reception unit for receiving the broadcasting contents program; a user attribute storage unit for storing a pair of an attribute and an attribute value of a user; a current time acquisition unit for detecting current time and writing the current time at a time attribute value storage location of said user attribute storage unit at a predetermined time interval; a current place acquisition unit for detecting a current place of the user and writing the current place at a place attribute value storage location of said user attribute

storage unit at a predetermined time interval; an attribute input unit for inputting the attribute and the attribute value of said user attribute storage unit; an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents; an execution program ID loading unit for reading out a value of the execution program ID from the broadcasting contents program received by said reception unit, extracting an execution program having the ID from said execution program retention unit, and storing the execution program in said execution program storage unit; a contents attribute storage unit and broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program; a playback unit for playing back the broadcasting contents; and an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

3. (Withdrawn) A system according to claim 2, wherein

said broadcasting station comprises means for transmitting pairs of a plurality of execution programs stored in said execution program retention unit and IDs corresponding to the respective execution programs, as an execution program transmission broadcasting program formed from an execution program transmission tag

which stores a tag representing transmission of an execution program from said broadcasting station, and execution program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs, and

said reception apparatus has an execution program loading unit for, when said reception unit receives the execution program transmission broadcasting program, extracting a value of the execution program transmission subsequent to the tag representing transmission of the execution program, and storing a pair of the extracted execution program and an ID in said program retention unit.

4. (Currently Amended) A programmable selective broadcasting apparatus for broadcasting at once broadcasting contents to many unspecified people in a wide range, said broadcasting apparatus comprising

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, said broadcasting contents being CM contents, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program which describes a processing algorithm for determining whether to play back the broadcasting contents on a receiving side.

5. (Canceled)

6. (Withdrawn) A digital broadcasting programmable selective broadcasting apparatus for broadcasting at once broadcasting contents to many unspecified people in a wide range,

said broadcasting apparatus comprising means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance.

7. (Withdrawn) A programmable selective broadcasting reception apparatus comprising:

a reception unit for receiving a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance;

a user attribute storage unit for storing a pair of an attribute and an attribute value of a user;

a current time acquisition unit for detecting current time and writing the current time at a time attribute value storage location of said user attribute storage unit at a predetermined time interval;

a current place acquisition unit for detecting a current place of the user and writing the current place at a place attribute value storage location of said user attribute storage unit at a predetermined time interval;

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an attribute input unit for inputting the attribute and the attribute value of said user attribute storage unit;

an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents;

an execution program ID loading unit for reading out a value of the execution program ID from the received broadcasting contents program, extracting an execution program having the readout ID from said execution program retention unit, and storing the execution program in said execution program storage unit;

a contents attribute storage unit and a broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program;

a playback unit for playing back the broadcasting contents; and

an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

8. (Withdrawn) An apparatus according to claim 6, wherein

said broadcasting station comprises means for transmitting an execution program transmission broadcasting program formed from an execution program transmission tag which stores a tag representing transmission of the execution program, and execution

program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs.

9. (Withdrawn) A programmable selective broadcasting reception apparatus comprising:

a reception unit for receiving a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance, and receiving an execution program transmission broadcasting program formed from an execution program transmission tag which stores a tag representing transmission of a broadcast execution program, and execution program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs;

a user attribute storage unit for storing a pair of an attribute and an attribute value of a user;

a current time acquisition unit for detecting current time and writing the current time at a time attribute value storage location of said user attribute storage unit at a predetermined time interval;

a current place acquisition unit for detecting a current place of the user and writing the current place at a place attribute value storage location of said user attribute storage unit at a predetermined time interval;

an attribute input unit for inputting the attribute and the attribute value of said user attribute storage unit;

an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents;

an execution program loading unit for, when said reception unit receives the execution program transmission broadcasting program, extracting a value of the execution program transmission subsequent to the tag representing transmission of the execution program, and storing a pair of the extracted execution program and an ID in said program retention unit;

an execution program ID loading unit for reading out a value of the execution program ID from the broadcasting contents program received by said reception unit, extracting an execution program having the readout ID from said execution program retention unit, and storing the execution program in said execution program storage unit;

a contents attribute storage unit and a broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program;

a playback unit for playing back the broadcasting contents; and

an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

10. (Currently Amended) A programmable selective broadcasting reception system in which broadcasting contents broadcast at once from a broadcasting station are received by a reception apparatus, said broadcasting station comprising:

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, <u>said broadcasting contents being CM contents,</u> a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program which describes a processing algorithm for determining whether to play back the broadcasting contents in said reception apparatus, and

said reception apparatus comprising:

a reception unit for receiving the broadcasting contents program;

a user attribute storage unit for storing a pair of an attribute and an attribute value of a user;

an execution program storage unit, contents attribute storage unit, and broadcasting contents storage unit for respectively reading out and storing contents of the execution program, the contents attribute, and the broadcasting contents from the broadcasting contents program received by said radio reception unit;

a playback unit for playing back the broadcasting contents; and

an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the

broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

11. (Withdrawn) A programmable selective broadcasting reception system in which broadcasting contents broadcast at once from a broadcasting station are received by a reception apparatus,

said broadcasting station comprising:

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance, and

said reception apparatus comprising:

a reception unit fox receiving the broadcasting contents program; an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents; an execution program ID loading unit for reading out a value of the execution program ID from the broadcasting contents program received by said reception unit, extracting an execution program having the ID from said execution program retention unit, and storing the execution program in said execution program storage unit; a contents attribute storage unit and broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program; a playback unit for playing back the broadcasting contents; and an execution program engine for referring

to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

12. (Withdrawn) A system according to claim 11, wherein

said broadcasting station comprises means for transmitting pairs of a plurality of execution programs stored in said execution program retention unit and IDs corresponding to the respective execution programs, as an execution program transmission broadcasting program formed from an execution program transmission tag which stores a tag representing transmission of an execution program from said broadcasting station, and execution program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs, and

said reception apparatus has an execution program loading unit for, when said reception unit receives the execution program transmission broadcasting program, extracting a value of the execution program transmission subsequent to the tag representing transmission of the execution program, and storing a pair of the extracted execution program and an ID in said program retention unit.

13. (Currently Amended) A programmable selective broadcasting apparatus for broadcasting at once broadcasting contents, said broadcasting apparatus comprising

means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, <u>said broadcasting contents being CM contents,</u> a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program which describes a processing algorithm for determining whether to play back the broadcasting contents on a receiving side.

14. (Canceled)

15. (Withdrawn) A digital broadcasting programmable selective broadcasting apparatus for broadcasting at once broadcasting contents,

said broadcasting apparatus comprising means for broadcasting a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance.

16. (Withdrawn) A programmable selective broadcasting reception apparatus comprising:

a reception unit for receiving a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance;

a user attribute storage unit for storing a pair of an attribute and an attribute value of a user;

an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents;

an execution program ID loading unit for reading out a value of the execution program ID from the received broadcasting contents program, extracting an execution program having the readout ID from said execution program retention unit, and storing the execution program in said execution program storage unit;

a contents attribute storage unit and a broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program;

a playback unit for playing back the broadcasting contents; and

an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.

17. (Withdrawn) An apparatus according to claim 15, wherein

said broadcasting station comprises means for transmitting an execution program transmission broadcasting program formed from an execution program transmission tag

which stores a tag representing transmission of the execution program, and execution program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs.

18. (Withdrawn) A programmable selective broadcasting reception apparatus comprising:

a reception unit for receiving a broadcasting contents program formed from broadcasting contents serving as data of contents to be broadcast, a contents attribute having a pair of an attribute and an attribute value of the broadcasting contents, and an execution program ID which stores an execution program ID set in advance, and receiving an execution program transmission broadcasting program formed from an execution program transmission tag which stores a tag representing transmission of a broadcast execution program, and execution program transmission subsequent to the tag that includes a plurality of pairs of execution program IDs and execution programs;

a user attribute storage unit for storing a pair of an attribute and an attribute value of a user;

an execution program retention unit for storing a plurality of pairs of IDs corresponding to execution programs each of which describes a processing algorithm for determining whether to play back the broadcasting contents;

an execution program loading unit for, when said reception unit receives the execution program transmission broadcasting program, extracting a value of the execution program transmission subsequent to the tag representing transmission of the

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execution program, and storing a pair of the extracted execution program and an ID in said program retention unit;

an execution program ID loading unit for reading out a value of the execution program ID from the broadcasting contents program received by said reception unit, extracting an execution program having the readout ID from said execution program retention unit, and storing the execution program in said execution program storage unit;

a contents attribute storage unit and a broadcasting contents storage unit for respectively reading out and storing contents of the contents attribute and the broadcasting contents from the received broadcasting contents program;

a playback unit for playing back the broadcasting contents; and

an execution program engine for referring to the attribute value of said contents attribute storage unit and the attribute value of said user attribute storage unit to interpret and execute the execution program stored in said execution program storage unit, and when the broadcasting contents are determined to be broadcast, transmitting the broadcasting contents stored in said broadcasting contents storage unit to said playback unit.